

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-19 (canceled).

1 20. (Currently amended) A search system comprising:
2 a plurality of broadcast stations~~first transmitters~~, each configured to for
3 ~~transmitting~~ transmit unique information related to contents of a program through a channel
4 associated with the broadcast station~~that transmitter~~;
5 a first receiver for receiving the unique information related to the contents of the
6 program transmitted through a predetermined channel, the receiver coupled to a search
7 requesting device for sending a search request of the unique information transmitted through a
8 channel other than the predetermined channel; and
9 a searching system including
10 a second receiver for receiving the unique information transmitted by the
11 plurality of broadcast stations ~~transmitters~~ through the respective channels and storing such
12 unique information in a storage device, the unique information comprising electronic program
13 guide (EPG) data for the plurality of broadcast stations, content data for various broadcast
14 suppliers, and user search history;
15 a connection to enable retrieval of data from a data broadcasting service of
16 each broadcast station;
17 a searching device coupled to the storage ~~system~~ device for searching the
18 storage ~~system~~ device and the data from the data broadcasting service in response to receipt of a
19 search request; and
20 a ~~second~~ transmitter for transmitting information to the first receiver in
21 response to the search request, such information including information from the data
22 broadcasting service,

23 wherein the search system is configured to provide service guide information of
24 the data broadcasting service of each broadcast station.

1 21. (Currently amended) A search system as in claim 20 wherein the first
2 receiver displays search screen information transmitted by the ~~second~~-transmitter to thereby
3 facilitate search requests from the first receiver.

1 22. (Previously presented) A search system as in claim 20 wherein the first
2 receiver includes storage for storing a history of the unique information received and a system
3 for transferring that history upon request.

1 23. (Previously presented) A search system as in claim 20 wherein the unique
2 information includes program guide information about the contents of the programs.

1 24. (Currently amended) A search system as in claim 20 wherein the request
2 from the search requesting device and the transmission of the ~~second~~-transmitter are conducted
3 through a telephone line.

1 25. (Currently amended) A search system as in claim 20 wherein the request
2 from the search requesting device and the transmission of the ~~second~~-transmitter are conducted
3 through a communication network.

1 26. (Previously presented) A search system as in claim 20 wherein the
2 searching system further includes an accounting system for collecting charge information
3 payable based upon the searching requested.

1 27. (Previously presented) A search system as in claim 20 further comprising a
2 trend information collecting system for collecting viewer trend information based upon the
3 search requests.

1 28. (Currently amended) A search system comprising:
2 a plurality of transmitting apparatuses, each having a transmitter for transmitting
3 unique information in relation to contents of a program through a channel for exclusive use
4 thereof;
5 a receiving apparatus including a first receiver for receiving the unique
6 information dependent upon contents of the programs transmitted, and a search requesting device
7 for requesting a search on the unique information transmitted through a channel other than that
8 predetermined channel; and
9 a search apparatus including
10 a second receiver for receiving the unique information;
11 a storage for storing all station electronic program guide information of
12 the programs and channels and for storing service guide information about data broadcasting
13 services for the channels;
14 a connection to enable retrieval of information of data from a data
15 broadcasting service of each channel;
16 a searching system for searching the storage upon receiving a request for a
17 search from the receiving apparatus, and a sending device for sending the content retrieved in
18 response to the search request, such content including information from the data broadcasting
19 service,
20 wherein the search system is configured to provide service guide information of
21 the data broadcasting service of each channel.

1 29. (Currently amended) A search apparatus for receiving transmissions from
2 a plurality of transmitters, each transmitting unique information about contents of a program
3 through a channel associated with that transmitter, and for accepting a search request from a
4 receiving apparatus comprising:
5 a receiver for receiving the unique information about the contents of the programs
6 transmitted through the channels;

7 storage for storing electronic program guide information and service guide
8 information of all of the plurality of transmitters;
9 a connection to enable retrieval of information from a data broadcasting service of
10 each channel;
11 a search system for searching the unique information stored in the storage receipt
12 of a search request; and
13 a transmitter for transmitting content retrieved in response to the search request to
14 the receiving apparatus, such content including information from the data broadcasting service,
15 wherein the search apparatus is configured to provide service guide information
16 of the data broadcasting service of each channel.